



making your marketing social...

Content Calendar

1 Photo Take a photo of behind the scenes	2 Ask a Question? Use this as research for your business	3 Inspiring quote Reinforce your brand ethos	4 Meet the Team Share a bio and photo of someone from your team	5 Share the Love Ask your fans to Like and Share your post	6 Tip or Trick What tips show your expertise?	7 Take a Poll Use the options of the platform
8 Infographic Create an infographic to help your customers	9 Industry Article Share an article from an industry publication	10 Holiday Post Ask where people are going on holiday	11 Breaking News Share urgent news	12 Long Post / Story Take the time to write a long post	13 Social Proof Share a shot of a testimonial	14 A Day in the Life Share what you do on a daily basis
15 Thank You Say thank you to your fans	16 Fun Fact Is there a fun fact about your job / industry?	17 Sales Post What do you sell?	18 Blog Posts Have you written a blog to share?	19 Fill in the Blanks Ask a question without an ending	20 Competition Run a competition (correctly!)	21 Celebrate Milestones What have you achieved?
22 National Days Find a national day and use #	23 Recommend Recommend a book, shop, or item	24 Promote an Event Whether your own or locally	25 Share Achievements Awards, staff qualifications etc	26 A Memory Nostalgia crosses all ages	27 Case Study Write and share a case study	28 Your "why?" Why do you do what you do?